

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR DRIVING A
USER TO ENTERTAINMENT PROGRAMMING BASED ON A PRODUCT
DESIRE**

ABSTRACT

A system, method and article of manufacture are provided for promoting entertainment
5 programs. A request relating to an item is received from a user utilizing a network.
The inquiry is mapped to a promotion for a media program of a similar genre. The
promotion is output to the user utilizing a network.